WHAT IS CLAIMED IS:

1.   A method for ordering of merchandise over a communication network among a plurality of merchandise providers from a plurality of order terminals, each of said order terminals being associated with a one of a plurality of business entities, comprising:

maintaining information with respect to business relationships between said merchandise providers and said plurality of business entities;

providing an offering at one or more of said plurality of order terminals based on said business relationships associated with said one or more of said order terminals.

2.   The method according to claim 1 wherein the offering provides a subset of merchandise providers from said plurality of merchandise providers.

3.   The method according to claim 2 wherein said subset comprises two or more merchandise providers.

4.   The method according to claim 1 wherein said offering is displayed in a presentation format that is also based on said business relationship.

5.   The method according to claim 1 wherein said order terminal comprises one of the following:

an automated teller machine

a catalog kiosk

a personal computer

a wireless device.

6.   The method according to claim 1 wherein said plurality of business entities comprises one or more of the following:
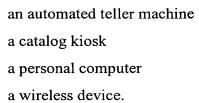
a retail store

a manufacturer of a wireless device

an automatic teller machine owner.

7.   The method according to claim 1 wherein at least one of said order terminals is located in a retail catalog store.

8.   The method according to claim 1 wherein said business relationships include friendly, neutral, and hostile relationships.

9.   The method according to claim 1 wherein said business relationships are maintained in a directory by a service manager.

10.   A system for facilitating ordering of merchandise over a communication network by a user among a plurality of merchandise providers from a plurality of order terminals, each of said order terminals being associated with a one of a plurality of business entities, comprising:
   a control system for maintaining information with respect to business relationships between said merchandise providers and said plurality of business entities, said control system having a communication device for communicating with said plurality of order terminals over said communication network, said order terminal being used by said user displaying an offering based on said business relationships associated with said order terminal.

11.   The system according to claim 10 wherein the offering provides a subset of merchandise providers from said plurality of merchandise providers.

12.   The system according to claim 11 wherein said subset comprises two or more merchandise providers.

14.   The system according to claim 10 wherein said offering is displayed in a presentation format that is also based on said business relationship.

15.   The system according to claim 10 wherein said order terminal being used by said user comprises one of the following:

an automated teller machine

a catalog kiosk

a personal computer

a wireless device.

16.   The system according to claim 10 wherein said plurality of business entities comprises one or more of the following:

a retail store

a manufacturer of a wireless device

an automatic teller machine owner.

17.   The system according to claim 10 wherein at least one of said order terminals is located in a retail catalog store.

18.   The system according to claim 10 wherein said business relationships include friendly, neutral, and hostile relationships.

19.   The system according to claim 10 wherein said business relationships are maintained in a directory by a service manager.

20.   A computer storage product storing a computer program having instructions for implementing the method of claim 1.